

Section 001

Instructor: Dr. Sameh Shamroukh

Office Location: 304 H – BLB

Class Meetings: Wednesday 2:25 pm – 5:15 pm @ BLB 170 (Denton)

Office Hours: 1:00 -2:00 PM on Tuesday, either in the office or via [zoom](#). Zoom ID: 5036063487.

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Phone: 940-565-2812

Email communication: You can always email me for questions and inquiries

Textbook: Business Intelligence, Analytics, and Data Science: A Managerial Perspective on Analytics, 4th edition, 2018 by Ramesh Sharda, Dursun Delen, and Efraim Turban, Publishers: Pearson Prentice Hall.

Course Objectives:

1. To develop an understanding of how Business Intelligence and business analytics (BI&A) are needed and used in managerial decision processes and everyday management situations;
2. To develop the ability to explain how, why, and where BI&A is utilized;
3. To develop the ability to compare and contrast different issues in current BI&A thinking;
4. To develop an understanding of using BI&A in dealing with uncertain events;
5. To develop an understanding of where BI&A fits in the ever-evolving class of management decision-making support systems.
6. To enhance discussion and leadership skills.

Grading:

Assessment	Weighting
Exams	40% (Mid-term Exam)
Chapter Quizzes	20%
Class Participation	10%
Research Project	30%
Total	100%

Grading Scale: 90-100 = A; 80-89 = B; 70-79 = C; 60-69 = D; <60 = F

NOTE: I will round up any decimals for final grades (e.g. 89.1 = 90).

<i>Week</i>	<i>Topics</i>	<i>Deliverables</i>
<i>Week 1</i>	Introduction and Course Overview	• Quiz 1
<i>Week 2</i>	Descriptive Analytics I: Nature of Data, Statistical Modeling, and Visualization Business Performance Management	• Quiz 2
<i>Week 3</i>	Descriptive Analytics II: Business Intelligence and Data Warehousing	• Quiz 3 • Project Proposal
<i>Week 4</i>	Predictive Analytics I: Data Mining Process, Methods, and Algorithms	• Quiz 4
<i>Week 5</i>	Predictive Analytics II: Text, Web, and Social Media Analytics	• Quiz 6
<i>Week 6</i>	Mid-term Exam	•
<i>Week 7</i>	Prescriptive Analytics: Optimization and Simulation	• Quiz 7 • Project Status Report
<i>Week 8 & 9</i>	Big Data Concepts and Tools	• Quiz 8
<i>Week 10 & 11</i>	Future Trends, Privacy, and Managerial Considerations in Analytics	• Update on the final project
<i>Week 12</i>	Project Presentation	
<i>Week 13</i>	Project Presentation	

IMPORTANT: I do not "give" grades, therefore I do not "gift" points to improve your grade. The grade you get is the one you earn. If you send me an email at the end of the semester begging me to improve your grade, I will politely ignore it. I am answering you in advance that I will not change your grade unless there is a miscalculation. Begging for improvement is unprofessional and pathetic. You would never (I hope) do this with your supervisor/manager in a professional setting, so don't do it in graduate school. Watch this video to appreciate how ridiculous these requests are <https://www.youtube.com/watch?v=WVvKnq5XT-g> (Links to an external site.)

Extra Credit: **There is no extra credit** available in the course. Your final grade will be determined by your performance on exams, quizzes class case discussions, and research projects

***assignments may be modified by the instructor to introduce new articles or cases for discussion depending on the topic and class structure**

Exams: There will be 1 exam, the mid-term exam

Exams will be monitored using Respondus Lockdown Browser and will be given during normal class time. You should be early to class in order to have the entire time allowed to take the exam.

Note: There is no option to take the exam remotely

Quizzes: There will be a quiz for every chapter. Quizzes are MC/TF format, 1-5 questions and you have one attempt. Your highest score will be recorded. Quiz questions are drawn from the same Question Bank as the exam. I will drop your lowest quiz score when calculating final grades.

Class Participation: This includes attendance and class discussion.

If you cannot attend a class session then you must submit written answers to the discussion questions in order to receive participation credit. You submit your document to the *Prepare application case* assignment for that session by 6:30 pm which is the start of class. You cannot submit answers after the start of the class.

The format for submitting written answers is as follows:

Page Header with the course/section, your name, and case numbers. Use a section to identify the case. Use a heading for the question number and then write your answers below the heading.

Research Project: This will be a team project. Teams will be created by you sign up by the deadline or I will assign students to teams. The paper will be an assessment of a particular application or topic covered in the course this semester with the objective of providing an overview of the types of business problems the subject can/does address, the advantages and disadvantages of using it, brief overview of the types of technology or packages available for it and a brief overview of 2 or 3 major vendors. It should be approximately 2500-3500 words. I grade only the written project, but you will be presenting a summary of it in class so that everyone can learn from what you have discovered. Presentations will be 10-15 minutes. All team members must be present and you must stay for all presentations.

Extra Credit: There is no extra credit available in the course. Your final grade will be determined by your performance on exams and quizzes

***assignments may be modified by the instructor to introduce new articles or cases for discussion depending on the topic and class structure**

ODA Accommodations

The Ryan College of Business Administration complies with the Americans with Disabilities Act (ADA) in making reasonable accommodations for qualified students with disability. If you have an established disability as defined in the ADA and would like to request accommodation, please notify me as soon as possible.

This course adheres to the UNT policy on academic integrity. The policy can be found at <http://vpaa.unt.edu/fs/resources/academic/integrity>

The UNT College of Business and the ITDS Department expect their students to behave at all times in an ethical manner. There are at least two reasons for this. First, ethical behavior affirms the personal value and worth of the individual. Second, professionals in all fields (but particularly in information systems, accounting, and HR) frequently handle confidential information on behalf of their employers and clients. Thus employers of UNT College of Business graduates expect ethical conduct from their employees because that behavior is crucial to the success of the organization. Academic dishonesty is a major violation of ethical behavior.

Students are expected to read (<https://policy.unt.edu/policy/06-003>) UNT's Student Standards of Academic Integrity which defines academic dishonesty and sets out the consequences for unethical academic behavior. Cheating and plagiarism are the most common types of academic dishonesty.

The UNT's Student Standards of Academic Integrity policy defines cheating as: *The use of unauthorized assistance in an academic exercise, including but not limited to:*

1. *Use of any unauthorized assistance to take exams, tests, quizzes or other assessments;*
2. *Dependence upon the aid of sources beyond those authorized by the instructor in writing papers, preparing reports, solving problems or carrying out other assignments;*
3. *Acquisition, without permission, of tests, notes or other academic materials belonging to a faculty or staff member of the University;*
4. *Dual submission of a paper or project, or re-submission of a paper or project to a different class without express permission from the instructor;*
5. *Any other act designed to give a student an unfair advantage on an academic assignment.*

The university's policy defines plagiarism as the *"Use of another's thoughts or words without proper attribution in any academic exercise, regardless of the student's intent, including but not limited to:*

1. *The knowing or negligent use by paraphrase or direct quotation of the published or unpublished work of another person without full and clear acknowledgement or citation.*
2. *The knowing or negligent unacknowledged use of materials prepared by another person or by an agency engaged in selling term papers or other academic materials.*

Examples of academic dishonesty in an ITDS class include: copying answers from another person's paper; using notes during an exam; copying computer code from another person's work; having someone else complete your assignments or take tests on your behalf; stealing code printouts, software, or exams; recycling assignments submitted by others in prior or current semesters as your own; and copying the words or ideas of others from books, articles, reports, presentations, etc. for use as your own thoughts without proper attribution (i.e., plagiarism). It does not matter whether you received permission from the owner of the copied work; claiming the material as your own is still academic dishonesty.

The ITDS Department believes it is very important to protect honest students from unfair competition with anyone trying to gain an advantage through academic dishonesty. Academic dishonesty is not tolerated in ITDS classes, and those who engage in such behavior are subject to sanctions as outlined in the UNT's policy and/or the course syllabus. You are strongly encouraged to read the policy carefully so that you are aware of what constitutes academic dishonesty and the consequences of this unethical behavior.

By signing below, I acknowledge my responsibility to read the UNT academic dishonesty policy and the Student Standards of Academic Integrity (<https://policy.unt.edu/policy/06-003>); and attest that I have read and understand the statements in this document and agree to behave ethically in this class.

These ethical guidelines are essential to maintain the integrity of the university, college, department, faculty and most importantly the students. I view breaking the code of conduct as unfair to your peers

and stealing a degree. These ethical guidelines are common to both in-campus and online courses and is especially crucial for online activities.

A few key points to remember:

1. If you can google, I can google. You are not receiving course credits for being the best web-crawler (looking for answers in the website). The course credit is for mastering the content and understanding how to apply in your career.
2. If you think you are doing something that is not right, then most probably it is not right. Ask the instructor or the tutor before proceeding that route.
3. Individual activities must be completed individually, and group activities as a group.
4. Give credit to your sources (data, article etc.), cite the source and acknowledge the help you receive – it will solve much of these issues. The instructor will grade based on your contribution.
5. Remember every online activity in Canvas is monitored.

I would like to point out some of the activities we have sanctioned (awarded “F” grade and sometimes even more, removed from dean’s list, merit list etc.). I want to share this so that you know that we care integrity of the degree you receive from UNT.

1. In one instance, a student outsourced all his assignments to a person outside this country. The assignments were flagged for abnormal activities and with the help of some technology providers we were able to trace the IP address. The student was sanctioned (awarded a “F” grade in the course))
2. In multiple instances, students have had to borrow a laptop from another student in the course and posted something as them because they had not logged out of Canvas. This is considered misconduct on the part of both students. DO NOT give another student access to your UNT accounts.
3. Almost exams and quizzes have multiple versions, and the numbers and options are different. So, if you use your peer – the chances of choosing the wrong answer is extremely high. In worst cases (it has happened in some instances), the student would have used the numbers and details from the different version. In such instances, the student is automatically awarded a “F” grade.

Any instance of academic misconduct will also be reported to the Dean of Students as outlined in UNT’s policy.

Syllabus Acceptance Form

By signing below, I acknowledge that I have read and understood the contents of this course’s syllabus and its addenda and that I agree to abide to the terms exposed in these documents.

Student Name (Print) _____ Student ID No. _____

Student Signature _____ Date _____